

## Message Text

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ORIGIN USIA-15

INFO OCT-01 EUR-12 EA-09 ISO-00 /037 R

DRAFTED BY:USIA:IMV/D - JOHN H. DEVINEY

APPROVED BY:STATE: EA/EX:MR. MILLS

USIA:I - MR. KEOGH

USIA: IMV - MR RUSSELL

USIA: IMV MR. ZUCKERMAN

USIA: IEA MR. FOSTER

STATE: EUR/CE MR. WARD

STATE: EUR/EX MR. CLARK

USIA: IEU MR. ARTHUR

STATE: EA/PRCM MR. HART

USIA: IEU MR. ARTHUR

DESIRED DISTR: USIA: IMV/A - 10 USIA: IMV/D - 5

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P 180207Z SEP 76

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

USLO PEKING PRIORITY

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E.O. 11652: N/A

TAGS:

SUBJECT: AVAILABILITY OF FORD/CARTER DEBATES ON VIDEO TAPES AND  
KINESCOPE

BERLIN FOR P AND C

1. AGENCY HAS OBTAINED CLOSED CIRCUIT VTR AND TV BROADCAST RIGHTS  
TO FORD/CARTER DEBATES. FIRST DEBATE, ON DOMESTIC AND ECONOMIC  
ISSUES WILL TAKE PLACE 2130-2300 EDT THURSDAY SEPTEMBER 23. IMV  
PLANS TO DUB AND COPY THROUGH NIGHT OF SEPTEMBER 23-24 AND SHIP TAPES  
AND KINESCOPES BEGINNING FRIDAY MORNING OF ENTIRE 90 MINUTE PROGRAM  
IN ORIGINAL ENGLISH.

2. IPS WILL WORK THROUGH NIGHT SEPTEMBER 23-24 TO PRODUCE ENGLISH

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TRANSCRIPT FOR FRIDAY WIRELESS FILE AND FRENCH AND SPANISH TRANSLA-

TIONS BY FRIDAY NIGHT. REQUEST THAT POSTS DESIRING SUCH TRANSLATIONS INDICATE THIS IN THEIR REPLY.

3. IMV WILL PRODUCE FRENCH AND SPANISH VERSIONS OF DEBATES ON VTR AND KINESCOPE OVER WEEKEND AND SHIP TO ORDERING POSTS BY MONDAY MORNING.

4. SIMILAR SCHEDULES WILL BE SET FOR TWO PRESIDENTIAL (OCTOBER 6 AND 22) AND ONE VICE-PRESIDENTIAL DEBATES (DATE NOT SET) WHICH FOLLOW, IF POST RESPONSES TO THIS EFFORT JUSTIFY THE COST AND EFFORT. FOLLOWING INSTRUCTIONS MUST BE COMPLIED WITH BY ALL PARTICIPATING POSTS. NOTE: ALTHOUGH MANY POST QUERIES RECEIVED, ORDERING WILL BE BASED ON RESPONSES TO THIS CABLE ONLY.

A. ENGLISH-LANGUAGE VTRS OR KINESCOPES ARE OFFERED ONLY IN SETS OF ALL FOUR DEBATES. THE AGENCY CANNOT ACCEPT PARTIAL ORDERS IF THE REQUIRED COMPLEX PRODUCTION SCHEDULE IS TO BE MAINTAINED. FOR THE SEPTEMBER 23 PROGRAM POSTS SHOULD PROVIDE FY 1976 ID (FOR \$36 FOR 1/2" VTR, \$48 FOR 3/4" VTR OR \$262 FOR COLOR KINESCOP). FOR THE THREE FY 1977 PROGRAMS PROVIDE FY 1977 ID AND AUTHORIZE THE AGENCY TO CHARGE THE INCREASED PRICES WHICH WILL THEN BE IN EFFECT. (THESE INCREASES WILL BE ANNOUNCED IN A SHORT TIME.)

B. FRENCH OR SPANISH VERSIONS OFFERED FOR FIRST DEBATE ONLY AT THIS TIME. DECISION ON LANGUAGE VERSIONS OF SUBSEQUENT TAPES WILL DEPEND ON VOLUME OF ORDERS AND REPORTS OF USEFULNESS FROM POSTS. LANGUAGE VERSIONS MAY BE ORDERED IN ADDITION TO ENGLISH LANGUAGE SET IF POSTS DESIRE. SEND FY 1976 ID NUMBER FOR FRENCH OR SPANISH 90-MINUTE VERSION FIRST DEBATE AT \$36 FOR 1/2" AND \$48 FOR 3/4" VTR AND \$262 FOR KINESCOPE.

C. TO MAXIMIZE SPEED OF DELIVERY POSTS MAY SPECIFY SHIPMENT BY MEANS OTHER THAN POUCH. IMV WILL SHIP COMMERCIALY AND NOTIFY POSTS AWB NUMBER IF POST EXPERIENCE INDICATES POUCH SERVICES INADEQUATE. SOME POSTS MAY WISH DELIVERY OF ONE SET OF DEBATES BY SPECIAL ROUTING, SECOND SET BY POUCH.

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D. AGENCY HAS RECEIVED SEVERAL QUERIES ON PLANS TO MAKE DEBATES AVAILABLE BY SATELLITE. WE UNDERSTAND EBU PLANS TO TRANSMIT DEBATES TO EUROPEAN SUBSCRIBERS WHO WILL DECIDE INDIVIDUALLY ON BROADCAST PLANS. NEGOTIATIONS FOR SUCH TRANSMISSIONS MUST BE MADE DIRECTLY WITH THE EBU TV POOL CO-ORDINATOR FOR THE FORD/CARTER DEBATES. IF POST QUERIES ABOUT SATELLITE POSSIBILITIES BY FOREIGN NET-

WORK SHOULD ADVISE CONTACT WITH U.S. TV POOL CO-ORDINATOR  
(FIRST DEBATE ONLY) DON COE, ABC, 7 W. 66TH ST., N.Y.C.,  
10023; TELEPHONE (212) 581-7777; TELEX RCA 234614,  
ITT 420324, OR WUI 12343.

5. AS INDICATED ABOVE THE SUCCESS OF THIS DEMANDING FOUR-PART  
EXERCISE DEPENDS ON FULLEST EXCHANGE OF INFORMATION WASHINGTON  
AND FIELD. DIRECTOR KEOGH WISHES ALL PARTICIPATING POSTS, WITHOUT  
EXCEPTTION, TO CABLE FOLLOWING INFORMATION ATTN: IMV/D:

A. DATE AND HOUR OF RECEIPT OF EACH VTR OR KINESCOPE,  
INCLUDING LANGUAGE AND MEANS OF SHIPMENT SPECIFIED.  
CAPE UPON RECEIPT.

B. USE OF PRODUCT WITH DESCRIPTION OF AUDIENCES IF DIRECT  
PROJECTION; DATE AND HOUR OF TELECAST EITHER AGENCY  
PRODUCT OR PROGRAMS RECEIVED COMMERCIALY. JUDGMENT  
ON UTILITY OF PRODUCT FOR POST PRGRAM GOALS, USING SEVEN  
POINT SCALE ON VTR FILM DATA USAGE CARD (AGENCY FORM  
IA-1018 (1/76)). CABLE WITHIN FIVE WORKING DAYS RECEIPT  
OF PRODUCT.

6. POST EXPERIENCE WITH LANGUAGE VERSIONS OF THE FIRST DEBATE WILL  
GOVERN WHETHER THE AGENCY WILL MAKE VERSIONS OF THE LATTER THREE  
DEBATES. POSTS MAY ORDER FRENCH AND SPANISH VERSIONS BY SUPPLYING  
FY 1977 ID AND AUTHORIZING THE AGENCY TO CHARGE AT THE HIGHER FY  
1977 RATES. ROBINSON

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** DEBATES, ELECTION CAMPAIGNS, TELEVISION BROADCASTING, RECORDINGS, PRESS CONFERENCES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 SEP 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**Disposition History:** n/a  
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**Document Number:** 1976STATE231403  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** JOHN H. DEVINEY  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760352-0759  
**From:** STATE  
**Handling Restrictions:** n/a  
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**Office:** ORIGIN USIA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
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**Previous Classification:** n/a  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** vandyklc  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 FEB 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <06 FEB 2004 by MaustMC>; APPROVED <30 AUG 2004 by vandyklc>  
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04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** AVAILABILITY OF FORD/CARTER DEBATES ON VIDEO TAPES AND KINESCOPE BERLIN FOR P AND C  
**TAGS:** SOPN, US, GC, (FORD, GERALD R), (CARTER, JIMMY)  
**To:** BERLIN PEKING  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006